

ORDER



KSN

Orders	Order / Rev:	107922	
	Alt Order #:	06864170	
	Product Desc:	JOE HECK 4 CONGRESS	
	Estimate:	2937	
	Flight Dates:	10/17/12 - 10/23/12	
	Original Date / Rev:	10/16/12 / 10/30/12	
	Order Type:	GENERAL	
			Primary AE:
			Amy McCreary
			Sales Office:
			BLPHI
			Sales Region:
			National
Agency	Name:	Strategic Media Placement, Inc.	
	Buying Contact:		
	Billing Contact:		
		Billing Type:	
		Cash	
		Billing Calendar:	
		Broadcast	
		Billing Cycle:	
		EOM/EOC	
		Agency Commission:	
		15%	
Advertiser	Name:	Heck, Joe for Congress <i>Revised</i>	
	Demographic:	A35+	
	Product Codes:	PLC02	
	Priority:	SELECT PRIORITY CODE	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	
		New Business Thru:	
		00:05:00	
		Order Separation:	
		Advertiser External ID:	
		Agency External ID:	

Bill Plant

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	33	\$31,775.00	\$27,008.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$31,775.00	\$27,008.75	0.00
Total	33	\$31,775.00	\$27,008.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Per Share	Share	Total
KSNV	99%	\$31,775.00
Market	100%	\$32,095.96

Competitive Share

Competitor	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	0%	\$0.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	0%	\$0.00
KTUD	0%	\$0.00
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$320.96

Order / Rev: 107922 Advertiser: Heck, Joe for Congress
 Alt Order #: 06864170 Product Desc: JOE HECK 4 CONGRESS
 Flight Dates: 10/17/12 - 10/23/12 Estimate: 2937 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSNV	10/18/12	10/18/12	M-F 6-7a WakeUp w/WagM	6-7a		---T---	:30	1	\$700.001	0.00	NM		1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 ---T---															
E 3	KSNV	10/19/12	10/19/12	M-F 6-7a WakeUp w/WagM	6-7a		----F--	:30	1	\$700.001	0.00	NM		1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 ----F--															
E 4	KSNV	10/22/12	10/22/12	M-F 6-7a WakeUp w/WagM	6-7a		M-----	:30	1	\$700.001	0.00	NM		1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 M-----															
E 5	KSNV	10/23/12	10/23/12	M-F 6-7a WakeUp w/WagM	6-7a		-T-----	:30	1	\$700.001	0.00	NM		1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -T-----															
E 7	KSNV	10/18/12	10/18/12	Today Show	CM	658a-9am	---T---	:30	1	\$600.002	0.00	NM		1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 ---T---															
E 8	KSNV	10/19/12	10/19/12	Today Show	CM	658a-9am	----F--	:30	1	\$600.002	0.00	NM		1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 ----F--															
E 9	KSNV	10/22/12	10/22/12	Today Show	CM	658a-9am	M-----	:30	1	\$600.002	0.00	NM		1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 M-----															
E 10	KSNV	10/23/12	10/23/12	Today Show	CM	658a-9am	-T-----	:30	1	\$600.002	0.00	NM		1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -T-----															
E 11	KSNV	10/17/12	10/17/12	M-F Early News	CM	5-630p	--W----	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 --W----															
E 12	KSNV	10/18/12	10/18/12	M-F Early News	CM	5-630p	---T---	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 ---T---															
E 13	KSNV	10/19/12	10/19/12	M-F Early News	CM	5-630p	----F--	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 ----F--															
E 14	KSNV	10/22/12	10/22/12	M-F Early News	CM	5-630p	M-----	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 M-----															
E 15	KSNV	10/23/12	10/23/12		CM	5-630p	-T-----	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00

Print Date: 10/30/12 17:16:45

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Order / Rev: 107922
Alt Order #: 06864170
Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heck, Joe for Congress
Product Desc: JOE HECK 4 CONGRESS
Estimate: 2937

KSJV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Early News											
				M-F Early News		(5:00 PM-5:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1	\$1,200.00			0.00					
E 16	KSNV	10/17/12	10/17/12	M-F Jeopardy	CM	630-7pm	--W----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----		1	\$1,300.00			0.00					
E 17	KSNV	10/22/12	10/22/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUNM-----		:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				Jeopardy in Prime											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1	\$1,300.00			0.00					
E 18	KSNV	10/18/12	10/18/12	M-F Wheel	CM	7-730pm	--T---	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--T---		1	\$1,300.00			0.00					
E 19	KSNV	10/23/12	10/23/12	M-F Wheel	CM	7-730pm	--T-----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1	\$1,300.00			0.00					
E 20	KSNV	10/17/12	10/17/12	FacetoFace/Ralston Rep	CM	730-758pm	--W----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				FacetoFace/Ralston Report											
				FACE TO FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----		1	\$900.00			0.00					
E 21	KSNV	10/18/12	10/18/12	FacetoFace/Ralston Rep	CM	730-758pm	--T---	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				FacetoFace/Ralston Report											
				FACE TO FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--T---		1	\$900.00			0.00					
E 22	KSNV	10/19/12	10/19/12	FacetoFace/Ralston Rep	CM	730-758pm	----F--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				FacetoFace/Ralston Report											
				FACE TO FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--		1	\$900.00			0.00					
E 23	KSNV	10/22/12	10/22/12	RALSTON in PRIME	CM	8-11pm	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				RALSTON in PRIME											
				FACE TO FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----F-		1	\$900.00			0.00					
E 24	KSNV	10/23/12	10/23/12	FacetoFace/Ralston Rep	CM	730-758pm	-T-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				FacetoFace/Ralston Report											
				FACE TO FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1	\$900.00			0.00					
E 25	KSNV	10/17/12	10/17/12	M-F News 3 at Eleven	CM	11pm-1135pm	--w----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				M-F News 3 at Eleven											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----		1	\$1,200.00			0.00					
E 26	KSNV	10/18/12	10/18/12	M-F News 3 at Eleven	CM	11pm-1135pm	--T---	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				M-F News 3 at Eleven											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--T---		1	\$1,200.00			0.00					
E 27	KSNV	10/19/12	10/19/12		CM	11pm-1135pm	----F--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00

Order / Rev: 107922
Alt Order #: 06864170
Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heck, Joe for Congress
Product Desc: JOE HECK 4 CONGRESS
Estimate: 2937

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
LATE NEWS															
M-F News 3 at Eleven															
M-F News 3 at Eleven															
LATE NEWS															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----F-- 1 \$1,200.00 0.00															
E 28	KSNV	10/22/12	10/22/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
LATE NEWS															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 M----- 1 \$1,200.00 0.00															
E 29	KSNV	10/23/12	10/23/12	M-F News 3 at Eleven	CM	11pm-1135pm	-T-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
LATE NEWS															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 -T----- 1 \$1,200.00 0.00															
E 30	KSNV	10/20/12	10/20/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
LATE NEWS															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S- 1 \$1,100.00 0.00															
E 31	KSNV	10/21/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
LATE NEWS															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S 1 \$1,100.00 0.00															
E 32	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$150.00	3	0.00	NM	0	\$0.00
SAT NEWS															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S- 1 \$150.00 0.00															
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
1	KSNV	10/15/12-10/21/12	News 3 Sunrise - SATURDAY	6a-7a	-----Sa--	:30	(\$150.00)	0.00	NM						
Unresolved [NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 33	KSNV	10/20/12	10/20/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S- 1 \$625.00 0.00															
E 34	KSNV	10/21/12	10/21/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
SUN TODAY															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S 1 \$750.00 0.00															
N 35	KSNV	10/21/12	10/21/12	Chris Matthews Show	CM	5a-8p	-----S	:30	1	\$600.00	1	0.00	NM	1	\$600.00
Chris Matthews Show															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S 1 \$600.00 0.00															

Totals 33 \$31,775.00